REMARKS

1. Present Status of Patent Application

This is a full and timely response to the outstanding non-final Office Action mailed October 30, 2007. Reconsideration and allowance of the application and presently pending claims are respectfully requested.

2. Summary of Substance of Telephone Interview

Applicant wishes to express his sincere appreciation for the time that Examiner Campbell spent with Applicant's Attorney, Mr. Charles W. Griggers, during a telephone discussion on January 23, 2008 regarding the outstanding Office Action. During the discussion, proposed arguments were discussed regarding the outstanding rejection (which are contained herein). A consensus was not reached regarding these arguments. Accordingly, Applicant respectfully requests the Examiner to consider the merits of the amendments and remarks of the present response.

3. Response to Rejections of Claims under 35 U.S.C. § 103

In the Office Action, claims 1, 3, 4, 6, 7, 10, 11, 13, 16, and 18-26 stand rejected under 35 U.S.C. § 103(a) as allegedly being unpatentable over *Davis* (U.S. Patent No. 5,937,160) in view of *Patterson* (U.S. Patent Publication No. 2003/0028608).

a. Claim 1

As provided in independent claim 1, Applicant claims:

> A method of updating content on a web site, the method comprising:
>
> accessing an update profile, the update profile comprising a named party, a uniform resource locator (URL) corresponding to the named party, an e-mail address corresponding to the named party, an update type corresponding to the named party and an update frequency corresponding to the named party;
>
> determining whether content on a website corresponding to the named party URL is due to be updated based on the update frequency;
>
> retrieving a copy of the content on the web site based on the update type, the update type specifying a portion of the content on the website that is retrieved;

submitting the copy of the content on the web site to the named party as an e-mail attachment in an electronic message;

receiving, as a reply from the electronic message, a revised copy of the content on the web site from the named party as an e-mail attachment, wherein the revised copy reflects revisions to the copy of the content on the website made by the named party; and

updating the content on the web site based on, the revised copy of the content on the website received from the named party.

(Emphasis added).

Claim 1 is patentable over *Davis* in view of *Patterson* for at least the reason the cited art fails to teach or suggest at least "submitting the copy of the content on the web site to the named party as an e-mail attachment in an electronic message; receiving, as a reply from the electronic message, a revised copy of the content on the web site from the named party as an e-mail attachment, wherein the revised copy reflects revisions to the copy of the content on the website made by the named party; and updating the content on the web site based on, the revised copy of the content on the website received from the named party," as emphasized above.

For example, *Davis* describes a process where a reminder may be sent to content providers reminding a content provider that a web page may need to be updated. *See* col. 14, lines 13-23. To update the web page, *Davis* discloses that the content provider has to generate its own email message identifying what changes are to be made to the web page. *See* col. 8, lines 62-67. *Davis* does not disclose that content from a web site is sent in an electronic message to a named party which may facilitate the update process or that a reply from the electronic message is used to submit the revisions of the content that is updated on the web site.

With regard to *Patterson*, it describes that content from a web page can be sent to a user as an e-mail attachment. *Patterson* does not disclose that revisions of this content can be sent in a reply message, however. Accordingly, *Patterson* individually or in combination with *Davis* fails to teach or suggest at least "submitting the copy of the content on the web site to the named party as an e-mail attachment in an electronic message; receiving, as a reply from the electronic message, a revised copy of the content on the web site from the named party as an e-mail attachment, wherein the revised copy reflects revisions to the copy of the content on the website made by the

named party; and updating the content on the web site based on, the revised copy of the content on the website received from the named party," as recited in claim 1.

Hence, claim 1 is patentable over *Davis* in view of *Patterson*, and the rejection should be withdrawn.

b. Claims 3-4, 6, 18-19, 22, and 24

For at least the reasons given above, claim 1 is allowable over the cited art of record. Since claims 3-4, 6, 18-19, 22, and 24 depend from claim 1 and recite additional features, claims 3-4, 6, 18-19, 22, and 24 are allowable as a matter of law over the cited art.

c. Claim 7

As provided in independent claim 7, Applicant claims:

> A computer running executable code, the executable code programmed to:
>
> access an update profile, the update profile comprising a named party, an e-mail address corresponding to the named party, a uniform resource locator (URL) corresponding to the named party, an update type corresponding to the named party and an update frequency corresponding to the named party;
>
> determine whether content on a web site corresponding to the named party URL is due to be updated based on the update frequency;
>
> retrieve a copy of the content on the web site based on the named party URL based on update type, the update type specifying a portion of the content on the website that is retrieved;
>
> ***submit the copy of the content on the web site to the named party as an e-mail attachment in an electronic message;***
>
> ***receive, in a reply from the electronic message, a revised copy of the content on the web site from the named party as an e-mail attachment, wherein the revised copy reflects revisions to the copy of the content on the website made by the named party; and***
>
> ***update the content on the web site based on the revised copy of the content on the website received from the named party.***

(Emphasis added).

Claim 7 is patentable over *Davis* in view of *Patterson* for at least the reason the cited art fails to teach or suggest at least to "submit the copy of the content on the web site to the named party as an e-mail attachment in an electronic message; receive, in a

reply from the electronic message, a revised copy of the content on the web site from the named party as an e-mail attachment, wherein the revised copy reflects revisions to the copy of the content on the website made by the named party; and update the content on the web site based on the revised copy of the content on the website received from the named party," as emphasized above.

For example, *Davis* describes a process where a reminder may be sent to content providers reminding a content provider that a web page may need to be updated. *See* col. 14, lines 13-23. To update the web page, *Davis* discloses that the content provider has to generate its own email message identifying what changes are to be made to the web page. *See* col. 8, lines 62-67. *Davis* does not disclose that content from a web site is sent in an electronic message to a named party which may facilitate the update process or that a reply from the electronic message is used to submit the revisions of the content that is updated on the web site.

With regard to *Patterson*, it describes that content from a web page can be sent to a user as an e-mail attachment. *Patterson* does not disclose that revisions of this content can be sent in a reply message, however. Accordingly, *Patterson* individually or in combination with *Davis* fails to teach or suggest at least to "submit the copy of the content on the web site to the named party as an e-mail attachment in an electronic message; receive, in a reply from the electronic message, a revised copy of the content on the web site from the named party as an e-mail attachment, wherein the revised copy reflects revisions to the copy of the content on the website made by the named party; and update the content on the web site based on the revised copy of the content on the website received from the named party," as recited in claim 7.

Hence, claim 7 is patentable over *Davis* in view of *Patterson*, and the rejection should be withdrawn.

d. Claims 10, 20-21, and 25

For at least the reasons given above, claim 7 is allowable over the cited art of record. Since claims 10, 20-21, and 25 depend from claim 7 and recite additional features, claims 10, 20-21, and 25 are allowable as a matter of law over the cited art.

e. Claim 11

As provided in independent claim 11, Applicant claims:

> A system for automatically updating content on a website corresponding to a named party, comprising:
> a server having non-volatile memory;
> updating software resident on the server;
> e-mail software resident on the server;
> a web hosting server having a uniform resource locator (URL), an e-mail address, an update type and an update frequency associated with the named party and
> content resident thereon,
> means for communicating between the server and the named party; and
> ***means for communicating between the server and the web hosting server; wherein the updating software, based on the named party URL, causes a copy of a portion of the content residing on the web hosting sewer to be submitted to the named party as an e-mail attachment in an electronic message, and the updating software causes the content residing on the web hosting server to be updated based on a revised copy of the content that was submitted to the named party in a reply from the electronic message and received at the server as an e-mail attachment in the reply message, wherein the revised copy reflects revisions to the copy of the content on the website made by the named party.***

(Emphasis added)

Claim 11 is patentable over *Davis* in view of *Patterson* for at least the reason the cited art fails to teach or suggest at least "means for communicating between the server and the web hosting server; wherein the updating software, based on the named party URL, causes a copy of a portion of the content residing on the web hosting sewer to be submitted to the named party as an e-mail attachment in an electronic message, and the updating software causes the content residing on the web hosting server to be updated based on a revised copy of the content that was submitted to the named party in a reply from the electronic message ~~is~~ and received at the server as an e-mail attachment in the reply message, wherein the revised copy reflects revisions to the copy of the content on the website made by the named party," as emphasized above.

For example, *Davis* describes a process where a reminder may be sent to content providers reminding a content provider that a web page may need to be

updated. *See* col. 14, lines 13-23. To update the web page, *Davis* discloses that the content provider has to generate its own email message identifying what changes are to be made to the web page. *See* col. 8, lines 62-67. *Davis* does not disclose that content from a web site is sent in an electronic message to a named party which may facilitate the update process or that a reply from the electronic message is used to submit the revisions of the content that is updated on the web site.

With regard to *Patterson*, it describes that content from a web page can be sent to a user as an e-mail attachment. *Patterson* does not disclose that revisions of this content can be sent in a reply message, however. Accordingly, *Patterson* individually or in combination with *Davis* fails to teach or suggest at least "means for communicating between the server and the web hosting server; wherein the updating software, based on the named party URL, causes a copy of a portion of the content residing on the web hosting sewer to be submitted to the named party as an e-mail attachment in an electronic message, and the updating software causes the content residing on the web hosting server to be updated based on a revised copy of the content that was submitted to the named party in a reply from the electronic message and received at the server as an e-mail attachment in the reply message, wherein the revised copy reflects revisions to the copy of the content on the website made by the named party," as recited in claim 11.

Hence, claim 11 is patentable over *Davis* in view of *Patterson*, and the rejection should be withdrawn.

f. Claims 13, 16, 23, and 26

For at least the reasons given above, claim 11 is allowable over the cited art of record. Since claims 13, 16, 23, and 26 depend from claim 11 and recite additional features, claims 13, 16, 23, and 26 are allowable as a matter of law over the cited art.

4. Newly Added Claims

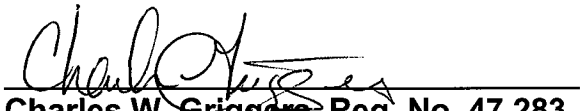
Claims 27-28 have been newly added to further define and/or clarify the scope of aspects of the present disclosure. Claims 27-28 depend from allowable independent claims 1 and 7. Claims 27-28 are further allowable over the cited art for at least the reason that the cited art fails to teach or suggest selecting content to be updated on a website randomly.

CONCLUSION

Any other statements in the Office Action that are not explicitly addressed herein are not intended to be admitted. In addition, any and all findings of inherency are traversed as not having been shown to be necessarily present. Furthermore, any and all findings of well-known art and official notice, or statements interpreted similarly, should not be considered well known for at least the specific and particular reason that the Office Action does not include specific factual findings predicated on sound technical and scientific reasoning to support such conclusions.

For at least the reasons set forth above, Applicants respectfully submit that all objections and/or rejections have been traversed, rendered moot, and/or accommodated, and that the pending claims are in condition for allowance. Favorable reconsideration and allowance of the present application and all pending claims are hereby courteously requested. In addition, Applicants reserve the right to address any comments made in the Office Action that were not specifically addressed herein. Thus, such comments should not be deemed admitted by the Applicants. If, in the opinion of the Examiner, a telephonic conference would expedite the examination of this matter, the Examiner is invited to call the undersigned agent at (770) 933-9500.

Respectfully submitted,



Charles W. Griggers, Reg. No. 47,283

THOMAS, KAYDEN,
HORSTEMEYER & RISLEY, L.L.P.
Suite 1500
600 Galleria Parkway N.W.
Atlanta, Georgia 30339
(770) 933-9500